



City of
Peterborough

To: Members of the Arts, Culture & Heritage Advisory Committee

From: Becky Rogers, Manager, Arts, Culture and Heritage Division

Meeting Date: October 12, 2017

Subject: Report ACHAC17-048
Economic Indicators for Culture

Purpose

A report to request that ACHAC provide comments on economic indicators that could be used to effectively measure Peterborough's cultural resources and their contribution to economic development and quality of life.

Recommendations

That the Arts, Culture and Heritage Advisory Committee approve the recommendations outlined in Report ACHAC17-048, dated October 12, 2017 of the Manager, Arts, Culture & Heritage Division, as follows:

- a) That ACHAC receive the report on possible economic indicators for measuring and evaluating Peterborough's cultural resources and their contribution to economic development and quality of life for discussion;
- b) That ACHAC review the 25 indicators identified in 2014 and prepare for another "dotmocracy" exercise at the November meeting;
- c) That ACHAC review the material on the municipal contribution to culture being provided for greater discussion at the November meeting.

Budget and Financial Implications

There are no budgetary or financial implications associated with the recommendation.

Background

In 2014, through Reports ACHAC14-010 Municipal Cultural Plan Economic Indicators and ACHAC14-018 Municipal Cultural Plan Economic Indicators, Division staff provided ACHAC with a range of choices for the measurement of Culture. The indicators were drawn from the Canadian Urban Institute's guidebook on Municipal Cultural Indicators and Performance Measures. The guidebook provides 72 possible indicators for use to measure and evaluate the inputs, processes and outcomes of Municipal Cultural Planning (MCP). It includes both OMBI and MPMP measures. It uses data collected from three primary sources:

1. data available from existing sources including Statistics Canada;
2. data the municipality is already collecting; and
3. data that the municipality may collect, or needs to start collecting. This type of data may largely be qualitative and available through surveys.

In 2014, using the Municipal Cultural Indicators and Performance Measures guidebook staff identified a possible 25 indicators to collect the data identified in the MCP on the Culture Sector. The indicators covered both qualitative and quantitative measures. To ensure replicability, keep data collection manageable and not be too resource intensive, the guide recommended tracking no more than 15 indicators. The indicators were:

	Indicator	Source	Frequency & MCP Reference
1	Per capita expenditures on arts and culture by municipality	Municipal budget; census of population	Annually SD 7
2	Per capita cost to provide culture services	Municipal budget; census of population	Annually SD 7
3	Per capita arts and culture grants expenditures	Municipal budget; census of population	Annually SD 7
4	Funds leveraged by municipal investment in arts and culture grants	Municipal budget and audited financial statements of organizations receiving grants	Annually IP 3
5	Number of workers in cultural industries	Statistics Canada, 2011 Census of Population, Statistics Canada Industry - North American Industry Classification System 2002 (433), Class of Worker (6)	Every 5 years SD 2

6	Number of workers with cultural occupations	Statistics Canada, 2011 Census of Population, (Canada, Code01).Occupation - National Occupational Classification for Statistics 2006 (720), Class of Worker (6) and Sex (3) for the Labour Force 15 Years and Over of Canada, Provinces, Territories, Census Metropolitan Areas and Census Agglomerations, 2011 Census - 20% Sample Data. (table).	Every 5 years SD 2
7	Impact of the culture sector on GDP	Statistics Canada, CANSIM: Gross domestic product (GDP) at basic prices, by North American Industry Classification System (NAICS) and province, annual (dollars). (Table 3790025	Every 5 years SD 2
8	Average artist employment income	Statistics Canada, no date. Census. Employment Income Statistics (4) in Constant (2005) Dollars, Work Activity in the Reference Year (3), Occupation - National Occupational Classification for Statistics 2006 (720A) and Sex (3) for the Population 15 Years and Over With Employment Income of Canada, Provinces, Territories, Census Metropolitan Areas and Census Agglomerations, 2000 and 2005 - 20% Sample Data	Every 5 years SD 2
9	Number of residents who consider themselves artists	Local survey/Dependent on local data Note: Definitions of professional, amateur, established, mid-career and emerging adapted from Canada Council for the Arts.	Annually or Bi-annually SD 2

10	Number of visits to cultural facilities and spaces	Local Culture Department/Dependent on local data	Annually SD 6
11	Attendance at municipally permitted celebrations and festivals	Local Culture Department/Dependent on local data celebrations and culinary events.	Annually SD 6
12	Attendance at cultural events in municipal facilities	Local Culture Department/Dependent on local data	Annually SD 6
13	Hours municipally-owned cultural facilities and spaces are in use as a percentage of the time they are available	Local Culture Department/Dependent on local data	Annually SD 7
14	Educational attainment	Statistics Canada. No date. "2011 Community profiles". Census. See Total population aged 15+ with a university certificate, diploma or degree.	Every 5 years
15	Number of visitors	Ministry of Tourism and Culture Regional Tourism Profiles. See Table 1.1: Person visits: Length of Stay	Annually, although because surveys can be completed up to six months after the end of the year, there is some lag in reporting results. IP 3
16	Number of municipal cultural heritage designations	Local Heritage or Culture Department, soon Ontario Heritage Properties Database (see notes)/Dependent on local data	Annually SD 3

17	Number and distribution of cultural facilities and spaces	Local Cultural Resources Database (Culture Department)/Dependent on local data	Annually SD 5
18	Diversity	Statistics Canada. “2011 Community Profiles”. Under visible minority population characteristics, see Total visible minority population.	Every 5 years SD 6
19	Cultural resources database	Local Culture Department/Dependent on local data	Annually SD 2
20	Number of businesses in the culture sector	Statistics Canada. No date. Canadian Business Patterns (CBP) (database).	Semi-annually SD 2
21	Outdoor recreation facility space	Mandatory reporting requirement as part of MPMP/Annually	Annually SD 1
22	Number and seasonal distribution of celebrations and festivals	Local Facilities Management Department; Parks and Recreation Department; Permitting; Licensing/Dependent on local data	Annually SD 2
23	Number of community cultural organizations funded by the municipality	Local Culture Department/Dependent on local data.	Annually SD 2
24	Integration into municipal planning and decision making	Local Planning Department; City Manager’s Office/Dependent on local data	Annually IP 2
25	Capacity to preserve, present and promote community heritage	Heritage plans, policies, funding from local Heritage or Culture Department/Dependent on local data	Annually SD 1

Many of the indicators from the Municipal Cultural Indicators and Performance Measures guidebook were based on information from the Long-Form Census. As a result, when staff began compiling the report for 2014, they discovered that many of them had been terminated. Since then, there has been little progress on developing the indicators as a result of staff turnover and conflicting priorities.

A Community Services Analyst was hired over the summer of 2017 to review the indicators in general, specifically those indicators that are based on municipal financial and program data. The Analyst has gone back to 2007 in order to provide the data over a ten-year time span in order to identify trends in the City's support of culture. This information is being provided for review with the intention of discussing how best to illustrate the impact of Culture on economic development and quality of life.

Submitted by,

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